



WKMG

# ORDER

Print Date 10/15/12

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Flight Dates 10/08/12-10/28/12

Contract / Revision 261276 /

Original Date / Revision  
10/15/12 10/15/12

Advertiser POL/RPOF 3 PACK//R/STR/F

Agency John McLaughlin & Associa

Buying Contact Marianne Campbell

919 Prince Street  
Alexandria, VA 22314

Product  
BROOKS, BRODEUR, HARRELL

Agency Com 15%

Billing Contact

919 Prince Street  
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 556

Alt Order # 06363748

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A50+

Rev Codes AGY POL GEN

Product Codes PL-Candidate

Priority P-2

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 18000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	15	\$15,300.00	\$18,000.00	0.00
<b>Totals</b>	<b>15</b>	<b>\$15,300.00</b>	<b>\$18,000.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/19/12	15	\$15,300.00	\$18,000.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	10/08/12	10/21/12	Local 6 News 12-1230p	CM	12-1230p	M-W----	:30	2	\$900.00	P-2	0.00	NM	3	\$2,700.00
Local 6 News 12-1230p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-W----					2	\$900.00		0.00			
	Week:	10/15/12	10/21/12	M-W----					2	\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WKMG	10/15/12-10/21/12		Local 6 News 12-1230p		12-1230p	M-W-----	:30		<del>(\$900.00)</del>		0.00	NM		
Credited															
E 3	WKMG	10/15/12	10/19/12	News at 6p	CM	6-630p	M-W-F--	:30	3	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
News at 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-W-F--					3	\$1,400.00		0.00			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKMG	10/15/12	10/19/12	News at 6p News at 6p	CM	6-630p	M-W-F--	:30	3	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	M-W-F--	3		\$1,400.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKMG	10/15/12-10/21/12		News at 6p		6-630p	M-W-F----	:30	(\$1,400.00)	0.00	NM				
Credited															
3	WKMG	10/15/12-10/21/12		News at 6p		6-630p	M-W-F----	:30	(\$1,400.00)	0.00	NM				
Credited															
4	WKMG	10/08/12	10/12/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	MTWTF--	5		\$1,000.00	0.00							
E 5	WKMG	10/15/12	10/19/12	News at 7p News at 7p	CM	7-7:30p	M--T---	:30	2	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	M--T---	2		\$1,700.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	WKMG	10/15/12-10/21/12		News at 7p		7-7:30p	M--Th-----	:30	(\$1,700.00)	0.00	NM				
Credited															
6	WKMG	10/08/12	10/11/12	News at 7p News at 7p	CM	7-7:30p	M--T---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	M--T---	2		\$1,200.00	0.00							
E 7	WKMG	10/09/12	10/14/12	M-F 11p News M-F 11p News	CM	11-1135p	-TW----	:30	2	\$1,700.00	P-2	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	-TW----	2		\$1,700.00	0.00							
E 9	WKMG	10/14/12	10/14/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	-----1	1		\$1,400.00	0.00							
Totals														15	\$18,000.00